

Figure S1. Task details. A) Flow of the experiment. B) Healthy eating manipulation. Mean view time was 1634 ms (min. 587 ms, max. 3409 ms, SD 587 ms).

A

Ratings Task	Health Info	Choice Task		Outcome
Food ratings (Mean 20 min.)	Health manipulation (Mean 3 min.)	Mouse (240 trials)	Keyboard (40 trials)	One choice realized

B

Please read the following from an article on WebMD.com entitled “Healthy Eating”:

Why pay attention to what you eat?
 Healthy eating will help you get the right balance of **vitamins**, **minerals**, and other **nutrients**. It will help you feel your best and have plenty of energy. It can help you **handle stress** better.

Healthy eating is one of the best things you can do to prevent and control many health problems, such as:

- ✦ Heart disease.
- ✦ High blood pressure.
- ✦ Type 2 diabetes.
- ✦ Some types of cancer.

Press any key to continue.

Figure S2. Mediation analyses. A) Analysis of the mediation effect final taste attribute weights have on the association between the earliest significance time of taste and self-control success ratios (SCSRs). B) Analogous analysis for the health.

